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**ABSTRACT**

Disclosed is a mask composition comprising:

- (1) a water insoluble substrate; and
- (2) a liquid composition comprising:
  - (a) a skin tone changing agent selected from the group consisting of skin tone changing pigments, reflective particulate material, and mixtures thereof, wherein the skin tone changing agent has a particle size of at least about 100nm;
  - (b) a water-soluble thickening agent which provides the liquid composition a viscosity of from about 1000 mPa·s to about 600,000 mPa·s; and
  - (c) an aqueous carrier.